

23 Point Marketing Strategy

1. Submit your listing in the Black Hills **Multiple Listing Service (MLS)** with as many pictures as allowed, complete with description and link to your home's website. Over 300 agents have access to the MLS, providing the most exposure to the highest number of buyers.
2. Provide a nationally-recognized **Prudential For Sale sign** on your front lawn.
3. Place a **key box** on your home for other agents to easily show and sell your home. Each Realtor has a key that will upload their visit time and date when they visited your home.
4. Add a **flyer box with flyers** with multiple pictures promoting your home.
5. Place a **home information packet** in your home that contains a full color flyer, MLS information sheets, your Seller's Disclosure Form, a survey (if applicable) and all other forms necessary for an agent to write an offer.
6. Feature your home with its own website at [www."youraddress".com](http://www.). This website contains links to schools, a calculator, maps, my contact information and more.
7. Place an **additional sign** advertising your home's website and a text number for drive-bys to call for more information.
8. Provide the information of your home on **Prudential's Online Seller Advantage** program. Your listing on www.prudentialproperties.com will be pushed to many real estate websites. You will also receive a weekly email showing how many people viewed your home.
9. Update your listing with more pictures and information at www.realtor.com.
10. Add link to your home's website on my personal website — www.rapidhomesonline.com



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11. Update your listing at our company website — www.kahlerinc.com
12. Update and add pictures on listing at www.trulia.com.
13. Update and add pictures on listing at www.zillow.com.
14. Bring Prudential Kahler REALTORS associates to view the home after weekly sales meeting. (“**office caravan**”) I will ask for their opinions on the salability and price of your home.
15. Add your home to the **listing board** at Prudential Kahler REALTORS for about 30 associates to view.
16. Submit an ad in the full color **Homes and Land**. This includes your home being featured on homesandland.com. Homes and Land also pushes the listing to over 20 different websites, portals and search engines, including Google Base, trulia, homegain, NewYorkTimes.com and WallStreetJournal.com.
17. Hold an **open house** within the first 3 weeks of listing. Future open houses will be held as needed.
18. Promote your home in my **monthly newsletter**, “Service For Life”. This newsletter is distributed to about 125 homes.
19. Keep you updated on showings by other agents by **showingfeedback.com**. With your own user name and password, you can log in and see the comments and feedback from buyers who have viewed your home.
20. Promote your home in my personal blog at <http://rapidcityhomes.rapidhomesonline.com>, and other social media sites such as Facebook, LinkedIn, and ActiveRain (a social media platform for the real estate industry)
21. Provide you with a **net sales** sheet to inform you of the net proceeds from the sale of your home
22. Work with you in **negotiating the sale**—present every offer to you for your review and handle the paperwork through closing.
23. **Answer your questions** to the best of my ability—or find out the answer!



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